



## Menomonie event to connect wholesale buyers and food suppliers

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MADISON – Shoppers want to see Wisconsin food products on store shelves. Finding the right suppliers can be time consuming and labor intensive. The professionals at the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) can help clear the way for productive meetings between Wisconsin food suppliers and wholesale buyers. Join staff from DATCP's Wisconsin Agriculture and Food Center for a buyer-supplier networking meeting April 21 in Menomonie.

"We are excited to provide this opportunity to businesses in the northwest region of the state," said DATCP's Theresa Feiner, an agricultural market development specialist. "We hope it will increase business connections between suppliers and buyers and will ultimately make the lives of buyers easier. The goal is to generate increased sales for suppliers and increased access to Wisconsin products for Wisconsin eaters."

Both buyers and suppliers will fill out brief questionnaires stating which products they're hoping to sell or purchase. All product categories are welcome. DATCP staff will review the questionnaires to ensure well matched buyers and suppliers. Previous wholesaling experience is not necessary, but eligible suppliers must be ready to begin wholesaling, which includes being ready to use proper packaging, pricing, food safety, logistics and a marketing plan.

Staff from DATCP's Wisconsin Agriculture and Food Center can work with suppliers to help them prepare for wholesaling. Contact Something Special *from* Wisconsin™ Program Manager Lois Federman at 608-224-5124 or [Lois.Federman@Wisconsin.gov](mailto:Lois.Federman@Wisconsin.gov) to learn about available services.

Wholesale buyers from the area are encouraged to attend, including those from Eau Claire, Stillwater, Menomonie, Hudson and other communities. Qualified buyers include distributors, food hubs, institutions, manufacturers, food service providers and retailers. The event also would be appropriate for wholesale food suppliers looking to source Wisconsin-grown or processed ingredients. All buyers should be interested in learning more about Wisconsin agricultural products.

Participants must pay a \$15 fee to attend. Active Something Special *from* Wisconsin™ members get a \$5 discount.

If you have interest in attending, contact DATCP's Theresa Feiner at [Theresa.feiner@wi.gov](mailto:Theresa.feiner@wi.gov) or 608-224-5140. Registration is limited to 10 buyers and 30 suppliers.

Contact Feiner if you are interested in setting up a similar event in your area.

**What:** Buyer-Supplier Networking Meeting

**When:** 9 a.m. to noon Tuesday, April 21

**Where:** Merle Price Commons, UW-Stout, Menomonie, WI

**For more information:** Contact Theresa Feiner at [Theresa.feiner@wi.gov](mailto:Theresa.feiner@wi.gov) or 608-224-5140.